

REMARKS

Claims 1 – 20 are pending in the application. Claims 1-20 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over U.S. Publication No. 2002/0055853 to Macleod et al. in view of U.S. Patent No. 6,341,310 issued to Leshem et al. Applicants respectfully traverse. Applicants respectfully request that the Examiner withdraw the rejections and allow all pending claims.

Applicants submit herewith a replacement drawing for Figure 3 which was inadvertently not filed in Applicants' previous response. Applicants have removed the reference to the acronym SRG.

The Examiner maintains the rejections based on Leshem by stating "a URL is associated with a webpage and a webpage is a product labeled reference." Applicants respectfully traverse. The Examiner offers no evidence that a webpage is a product labeled reference as recited by Claims 1 and 11. Leshem deals generally with analysis of navigation through a website and not with navigation that provides product information to product users. The background of Leshem addresses problems such as broken links, changing content and congested links. Leshem maps a website by crawling through the website, not by analyzing contacts of end users with the website. Accordingly, Applicants respectfully request that the Examiner withdraw the rejections and allow Claims 1 and 11, as well as Claims 2-10 and 12-20 which depend respectively from Claims 1 and 11.

CONCLUSION

In view of the amendments and remarks set forth herein, the application is believed to be in condition for allowance and a notice to that effect is solicited. Nonetheless, should any issues remain that might be subject to resolution through a telephonic interview, the examiner is requested to telephone the undersigned.

The Commissioner is authorized to deduct any additional fees which may be necessary and to credit any overpayment to Deposit Account No. 502264.

I hereby certify that this correspondence is being electronically submitted to the COMMISSIONER FOR PATENTS via EFS on August 15, 2008.

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Respectfully submitted,

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